

**UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH**

In re the Application of:)	
K. KLARFELD et al.)	Examiner: Brown, Rueben M.
)	
Serial No.: 09/963,335)	Art Unit: 2623
)	
Filed: September 24, 2001)	Confirmation No.: 2141
)	
For: SYSTEM AND METHOD FOR)	Response to Office Action
PERSONALIZED TV)	dated August 7, 2008
)	

RESPONSE TO THE OFFICE ACTION DATED AUGUST 7, 2008

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Applicant hereby responds to the Office Action of August 7, 2008, in the above-referenced patent application. Attached hereto are the following additional documents, if any: (none). Reexamination and allowance of all claims is respectfully requested in view of the following amendments and remarks. No new matter has been added. If necessary, the Commissioner is hereby authorized in this reply, to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees, to Applicant's deposit account No. 01-1960.

Amendments to the Claims are reflected in the listing of claims that begin on page 2 of this paper.

Remarks begin on page 6 of this paper.